



Restaurant Program

What you're saying to your customers when you join GO TEXAN – messages for restaurants to market around:

- “We bring you the freshest, healthiest and tastiest food possible.”
- “We support Texas family farmers and ranchers.”
- “We keep our money local, thereby keeping jobs in our community.”
- “We are trendsetters for other Texas restaurants, voting with our food dollars to make our community stronger and more economically successful.”
- “Our restaurant is a hub where community bonds are strengthened. We know our local food producers by name and they know us. Together, we bring our community the best, tastiest, freshest food possible.”

Benefits of Being a Restaurant Member

1. **Use of the GO TEXAN mark** next to menu items highlights to customers dining with you that your restaurant supports Texas and buys local.
2. **Listing on the GO TEXAN website** (www.gotexan.org) making all of your locations searchable to the public (additional locations may be added at \$10/each).
3. **Listing in the GO TEXAN app** for iPhone and Android. The app will allow users to stamp a virtual passport at your location, and share their visit on social media.
4. Opportunity to be **featured in the GO TEXAN e-newsletters** (member and public) with a story and photos. The newsletters reach **more than 24,000 recipients**.
5. Networking opportunities with other GO TEXAN members to **learn more about and possibly offer more Texas-grown/made food and beverages on your menu**. Decide what type of product you'd like to carry more of and TDA will supply a list of members you might like to approach.
6. Networking opportunities with other GO TEXAN members **for cross-promotional opportunities, tastings and special events**. Think of a promotion you'd like to do and TDA will help find other members to partner with you. GO TEXAN members include restaurants, food and beverage producers, package stores, farmers markets, retirement communities, chambers of commerce and garden centers/florists. The GO TEXAN Restaurant Round-Up month of July is a great time to schedule these types of collaborations.
7. **Promotion via social media to more than 25,000 fans** on Facebook and Twitter. We re-tweet posts in which we are tagged on Twitter (#gotexan) and we also often share Facebook posts in which we are tagged (@GO TEXAN Members).
8. Networking opportunities with other GO TEXAN members via our **LinkedIn page**, where you can pose questions to all the other members, ask for help or partnerships and tell them about events.
9. Listing of your submitted events on the **GO TEXAN event calendar** and in the GO TEXAN mobile app
10. GO TEXAN **member e-newsletter subscription** to hear about all new opportunities for restaurants first.
11. **Advertising discounts** in many different publications: <http://gotexan.org/ForMembers/SpecialDeals.aspx>